FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: S00038774 **Type of Permit:** STILL **Release Date:** 04/04/2011

Production Company PROMETHEUS GLOBAL MEDIA HOLDINGS LLC

Insured Company Name PROMETHEUS GLOBAL MEDIA HOLDINGS LLC

Contact Phone No. 1 323-525-2213
Contact Phone No. 2
Fax
Address 5055 WILSHIRE BLVD
LOS ANGELES, California 90036

Production Title BILLBOARD MAGAZINE

Type of Production Still Photo

Producer Meghan Hurley

Director Courtney Jones

1st AD Courtney Jones

Production Manager Courtney Jones

FilmL.A. Coordinator Erica Wade

Location Manager Kurt Iswarienko
Primary Phone Mobile - 917-279-6074
Secondary Phone

Location Assistant Courtney Jones
Primary Phone Mobile - 917-443-2019
Secondary Phone

Fees

FILMLA STILL APPLICATION FEE	$60.00
LA COUNTY - STILL USE FEE - BEACHES	$100.00

Total Permit Fee $160.00

Number of Locations 1

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Summary Information — Location

Permit Number	S00038774	**Location Manager**	Kurt Iswarienko
Production Company	PROMETHEUS GLOBAL MEDIA HOLDIN...	Primary Phone	Mobile - 917-279-6074
Insured Company	PROMETHEUS GLOBAL MEDIA HOLDIN...	Secondary Phone	
Production Title	BILLBOARD MAGAZINE		

Location Address 17700 Pacific Coast Hwy, Los Angeles, CA, 90272

Location Name WILL ROGERS STATE BEACH

Location Type Beach

Location Description LA COUNTY BEACH

Film Dates 4/4/2011 - 4/4/2011 08:00 - 16:00 1 day

Strike Dates 4/4/2011 - 4/4/2011 08:00 - 16:00

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must comply with attached Beaches and Harbors Conditions
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached documents
BEACHES and HARBORS WILL ROGERS BEACH CONDITIONS Dec 2009.pdf
COUNTY PARKING LOT GUIDELINES.pdf
Pacific Palisades July 2009.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	4

Personnel on Location

Type	Quantity
Cast	1
Crew	5

Filming Activities Camera & Equipment on Sand; Camera on sticks; Equipment on property; Exterior models against scenery; Handheld equipment; Tower 6 and 7;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 630 **Grid:** H6

Location Notes
No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
All production companies must contact parking management prior to film date and make arrangements for parking, payments and staffing (see parking lot guidelines attached). All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.

Approvals

LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS	Marisol Camey
LOS ANGELES POLICE DEPARTMENT	Melissa Hernandez

Coordinator Note NO WATER ACTIVITY

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

Parking Notes

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Parking on shoulder of PCH East Side

Posting "No Parking" signs n/a

Approximate Footage County Parking **Log Number**

Date(s) 4/4/2011 to 4/4/2011 **Time(s)** 08:00 to 16:00

Posting "No Parking" signs n/a

Approximate Footage County Parking **Log Number**

Date(s) 4/4/2011 to 4/4/2011 **Time(s)** 08:00 to 16:00

NOT A PERMIT

Special Filming Conditions for Los Angeles County Beaches

WILL ROGERS STATE BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
- May not interfere with lifeguard or maintenance activities at any time.
- May not interfere with scheduled beach activities or special events.
- May not block public or emergency access at any time.
- Companies must make parking arrangements for parking in LA County parking lots through Parking Concepts, Inc (PCI) prior to first film date. Sign removal in LA County parking lots is prohibited.
- **Lifeguard towers must be indicated on permit.**
- No catering or craft services allowed on pedestrian walkways or bike path.
- No animals allowed unless prior approval from Beaches & Harbors and FilmL.A. and indicated on permit. *All dogs must remain on leashes and off sand when not filming.*
- **Use of 4-wheel drive vehicles on the beach are approved for equipment transporting only. No joy riding on vehicles on the beach at any time. Vehicle speed is limited to 5 mph at all time.**
- **NO DRIVING SCENES ON SAND.**
- Digging holes less than five (5) feet deep must be approved by Beaches & Harbors and indicated on the permit. Holes deeper than five (5) feet will require Cal Osha approval (213) 576-7641 with written approval to Beaches & Harbors.
- If use of maintenance or lifeguard personnel is required, it must be reflected on the permit and call times indicated. ***Lifeguards require 24 hour notice to be hired with a 4 hour minimum requirement and time. Maintenance also requires 24 hour notice to be hired.*** *A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is a 4 hour minimum and an additional 8 hours for all after hours filming.*
- Tent use must be indicated on permit. *No staking into parking lot. Sandbags must be used.*
- **When utilizing beach in front of Gladstone's, companies must also contact Gladstone's (310) 459-9746**
- **All equipment must be 10 feet from bike path. Companies must fly cables over bike path.**
- No filming at Lifeguard tower #4
- **For Automobile commercials: The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.**

NOT A PERMIT

PARKING LOT GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

- **THE PRODUCTION COMPANY IS PROHIBITED FROM PARKING IN DISABLED PARKING SPACES, SHORT-TERM METERED OR BLOCK ANY PAY STATIONS AT ANYTIME (NO EXCEPTIONS).**

- The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).

- A walk through is to be conducted after the production company has parked all of its vehicles. This walk through is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.

- The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and coned-off spaces.

- Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contact the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8am to 5pm.

- Parking fees are **not** included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company **estimated charges** for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4pm) for the use of the parking lot(s).

- Cancellations of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.

- A parking contract does not constitute a film permit.

FilmLA 3/24/2010

NO FEE PERMIT

SPECIAL FILMING CONDITIONS
PACIFIC PALISADES, PALISADES HIGHLANDS AND CASTELLAMMARE AREAS

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The following Special Filming Conditions have been established to mitigate the concerns of local residents. These Conditions are a result of meetings with the Pacific Palisades Town Council, City Council Office representatives and area residents.

- **FilmL.A. will evaluate all requests for permits in this area using the following criteria:** Frequency of filming per block near the requested location and parking areas – Duration and frequency of recent filming – Proximity of concurrent filming activities – Historical use – Recent problems or complaints – Number of filming days requested – Company size – Proposed activities (effects, excessive noise, cranes, etc.) – any other criteria that may be relevant to the specific situation. ***NO PERMITS FOR THIS AREA SHOULD BE ASSUMED TO BE AVAILABLE WITHOUT THE ABOVE REVIEW.***

- **Affected residents must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*

- **Craft services, catering trucks, food preparation tables and dining tables are prohibited on sidewalks or parkways and must be out of public view.**

- **Trash and refuse must be removed from the area immediately after filming activities are completed.**

- **Production companies may not arrive in the area prior to 7:00 a.m. and must depart no later than 10:00 p.m.** unless affected residents (generally those within 300' of the filming activities or equipment parking) are surveyed to identify neighborhood concerns and approval is obtained from FilmL.A.. The approved times must be indicated on the permit.

- **No weekend or holiday filming unless approved by FilmL.A.**

- **Parking of production equipment is limited to one side of the street.** Film company vehicles shall not interfere with gardener's activities, trash pick up, safe use of streets or access to resident driveways, unless approved by the affected residents. ***In some instances, it may be necessary for companies to post both sides of the street to maintain proper access for emergency vehicles and area residents.***

- **A FilmL.A. Monitor will be assigned to encourage compliance with the permit and conditions.** The Monitor will generally arrive at the designated location 1 hour prior to the permit start time to note proper arrival time and remain with the production company during all filming-related activities and ensure proper departure time.

- **Lighting is to be confined to the specific site and shall not adversely impact neighbors and/or traffic.**

- **Cast and crew may not park on area streets.** Off-street parking must be provided.

- **Prep and strike days must be included on the permit and may not take place on weekends unless approved by FilmL.A.**

NOTE: ADDITIONAL CONDITIONS ARE APPLICABLE FOR THE HUNTINGTON PALISADES, RIVIERA ESTATES, PALISADES BLUFF AREA AND THE INTERSECTION OF ALMA REAL AND OCAMPO DRIVES.

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